

**REMARKS**

Claims 1, 3-6, 8-11, 14, 15 and 17 are pending in the present application.  
Claims 2, 7, 12, 13 and 16 were previously cancelled.

Claims 1, 3-6, 8-11, 14, 15 and 17 are rejected under 35 USC 103(a) as being unpatentable over U.S. Patent No. 7,000,242 to Haber, hereinafter "Haber", in view of M. Brown, *Using Netscape 2*, 1995, page 167, hereinafter "Brown". Applicants respectfully traverse this rejection.

Claim 1 provides a method for indicating the location of time dependent video hypervideo hyperlinks to a user. The method includes displaying a video presentation, including a hypervideo hyperlink emphasis region, on at least a portion of a display device screen, and providing the user, at time of viewing, with at least one user selectable display attribute for the hypervideo hyperlink emphasis region. The at least one of the user selectable display attribute includes at least one of: displaying the hypervideo hyperlink emphasis region in gray scale only format, and displaying the hypervideo hyperlink emphasis region in reverse-color mode format.

Haber discloses a system for providing video content to a user, including a host server 205 that provides video content to the client, and contains any number of products available for purchase (col. 4, lines 17-20). The host server 205 also retrieves website content that includes specific product information about each product (col. 4, lines 20-25). A video server 210 accesses a content database 211 which contains video content, images which correspond with the video content, and hypertext links which correspond with each of the images that are retrieved by video server 210 as the video content is played (col. 4, lines 36-41). Each video content is associated with a number of images, and each of these images corresponds with a single segment of associated video content (col. 4, lines 45-47). The images may include an image map which is segmented into a number of areas such that a different item or product is featured or positioned in each area of the image map (col. 4, lines 53-56). Each area

of the image map is then anchored with an associated hyperlink, so that a single image will have a number of products featured in the image, each product positioned in an area of the image map and anchored to a hyperlink (col. 4, lines 56-60).

A webpage generated by host server 205 includes several main areas (col. 5, lines 52-57). A first area is the video content area 305, which displays the video content (col. 5, lines 57-60). A second area is the image area 310, which displays the image which corresponds with the segment of the video content currently being displayed in the video content area 305 (col. 6, lines 4-7).

In one example, an image has five different products PRO1-PRO5 available for purchase and featured in the corresponding segment of video content (col. 6, lines 17-20). The image is embedded with an image map which defines the shape and size of each of the areas in which the products are located in the image, and each region is anchored to an associated hyperlink which links to a corresponding sponsor website where information about the item featured in that area is available (col. 6, lines 21-27).

Haber thus discloses a display that plays video content and separately displays a still image associated with the video. The **still image includes hyperlinks** to specific products featured in the video and on the image. Haber thus only discloses displaying a hyperlink on the still image, and **does not disclose a hyperlink or other emphasis region within the video display itself**. Furthermore, although Haber allows a user to select colors of featured products linked by a hyperlink, Haber **does not disclose or suggest any capability to adjust the visual attributes of the hyperlinks themselves**. Also, as admitted by the Office Action, Haber does not disclose or suggest displaying a hyperlink region in a gray-scale or reverse-color format.

Brown simply discloses that hyperlinks on a web page can be configured to have different colors. **Brown does not disclose or suggest that such links be provided within a video display region**. Furthermore, although Brown discloses that different

colors may be selected for hyperlinks, Brown **does not disclose or suggest that such hyperlinks can be displayed in a gray-scale or reverse-color format**. Brown's teaching of selectable colors provides no guidance regarding what types of colors should be used and whether the emphasis region colors should have any relationship to the colors of the surrounding video. Brown does not suggest that the hyperlink colors have any relationship to their background, which would occur in a gray-scale or reverse-color format. Simply providing emphasis regions having selected colors, as the Office Action contends is suggested by Brown, would not ensure that the colors are sufficiently distinct from the surrounding video so that the emphasis region can be clearly seen.

Therefor, Haber and Brown, whether considered alone or in combination, do not disclose or suggest at least "displaying a video presentation on at least a portion of a display device screen, said video presentation including a hypervideo hyperlink emphasis region . . . wherein at least one of said user selectable display attribute comprises at least one of displaying said hypervideo hyperlink emphasis region in gray scale only format, and displaying said hypervideo hyperlink emphasis region in reverse-color mode format," as recited in claim 1. Thus, Haber and Brown do not disclose or suggest the elements of claim 1. Accordingly, claim 1 is patentable over the cited combination of Haber and Brown.

Claims 6, 11 and 15 include recitals similar to those provided in claim 1. For at least reasoning similar to that provided in support of the patentability of claim 1, claims 6, 11 and 15 are patentable over the cited combination of Haber and Brown.

Claims 3-5 depend from claim 1, claims 8-10 depend from claim 6, claim 14 depend from claim 11, and claim 17 depends from claim 15. For at least reasoning similar to that provided in support of the patentability of claims 1, 6, 11 and 15, claims 3-5, 8-10, 12 and 17 are also patentable over the cited combination of Haber and Brown.

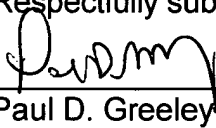
For the reasons set forth above, it is submitted that the rejection of claims 1, 3-6, 8-11, 14, 15 and 17 under 35 USC 103(a) as being unpatentable over Haber in view of Brown is overcome. Applicants respectfully request that the rejection of claims 1, 3-6, 8-11, 14, 15 and 17 be reconsidered and withdrawn.

An indication of the allowability of all pending claims by issuance of a Notice of Allowability is earnestly solicited.

Date

5/24/06

Respectfully submitted,

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